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Subject: Updated Promotional Calendar

ROU Communication to Retail Divisions: Primary Supplier # 425769/Retail Segment SM

See attached 3rd & 4th Quarter Promotional Calendar

Note To Sales Representatives: Please be reminded that the Price Plus Program is in addition to Retail Accrual funds for independent Shop Rites. You can continue to implement your own Retail Accrual Programs in these stores.

If you have any questions regarding this issue please call me at 800-258-7922 or voice mail 43778.

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